



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™

Communications and PR Manager

Ronald McDonald House Charities UK

Candidate Information Pack



Contents:

- Message from our Executive Director
- Ronald McDonald House Charities UK - Who we are and what we do
- Information about the role
- Summary of benefits
- How to apply

Eden-Olive's Story

Your support helps us to keep families near to their child in a hospital far from home, by providing free 'home away from home' accommodation minutes away from their child's bedside.



After various tests, it was apparent that Eden had contracted a rare condition (1 in 4,500) called Oesophageal Atresia, a condition that couldn't be confirmed until after her birth.

On 12 September, Michelle was taken in for an emergency C-Section. Eden-Olive was born five weeks prematurely, weighing only 3lb 8oz. Doctors began testing the newborn immediately and confirmed she was suffering with Oesophageal Atresia and Tracheoesophageal Fistula, a diagnosis that meant her oesophagus and stomach weren't connected. Consequently, being fed would cause her to choke and turn blue, needing resuscitation.

Shortly after Eden was born, Michelle and Wes received news that no family want to hear – that their newborn daughter would require life-saving surgery.



Unfortunately, news had not been much better during Michelle's pregnancy. During her 20-week scan, doctors had concerns about Eden's heart and liver and a few weeks later they discovered Eden had contracted a rare condition called Absent Ductus Venosus, which meant that the blood supply was bypassing the liver and heading straight for Eden's heart.

At only two days old, Michelle and Wes watched their baby girl head into life-saving surgery. Eden fought her way through the surgery. Afterwards, she was indefinitely hospitalised and began the long journey of recuperation.

Both Michelle and Wes were so grateful for the comfort and support the Ronald McDonald House Cardiff provided during the most difficult and troubling first ten months of Eden's life. For them, it became like a second home, with supportive and sensitive staff who were always aware of their situation. Being able to live so close to Eden meant that they could focus on her health and not worry about how they would get to the hospital, what hotel they would stay in or how much it would cost.

Michelle and Wes found ease in being able to speak to the other parents going through similar experiences and taking part in activities run by staff to make life normal and fun in the House. They especially enjoyed the Parents' Pamper Evening. The House spirit and atmosphere brought the family closer together and having a family room meant that Eden's nine-year-old brother, Jesse, could come and visit her!

Despite the complications during her recovery, we are pleased to say that after 318 nights in our Cardiff House, Wes, Michelle and ten month old Eden-Olive left us on 29 July to begin their family life back in Barry, Wales. They have left the House with friends for life, a stronger family bond and just in time to celebrate Eden's first birthday!



Message from Jon Haward, Executive Director, Ronald McDonald House Charities UK

Dear applicant,

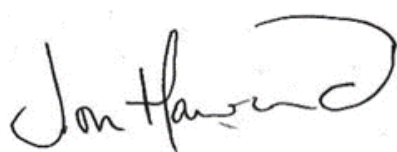
Thank you for your interest in working for Ronald McDonald House Charities UK. We're looking for someone with solid communications experience to take up a vital role in MarComms Team. There are some exciting projects coming up in 2022 and beyond, and we're looking for the right person to help us deliver and excel.

Keeping Families Close is at the heart of everything we do at Ronald McDonald House Charities UK; we build and run Houses that provide a 'home away from home' for families who have a sick child in hospital. It's the role of the MarComms team to grow awareness, to improve people's understanding of the difference we make and to work with the Income Generation team to move supporters down the donor funnel. The Communications Manager will be a vital part of that team.

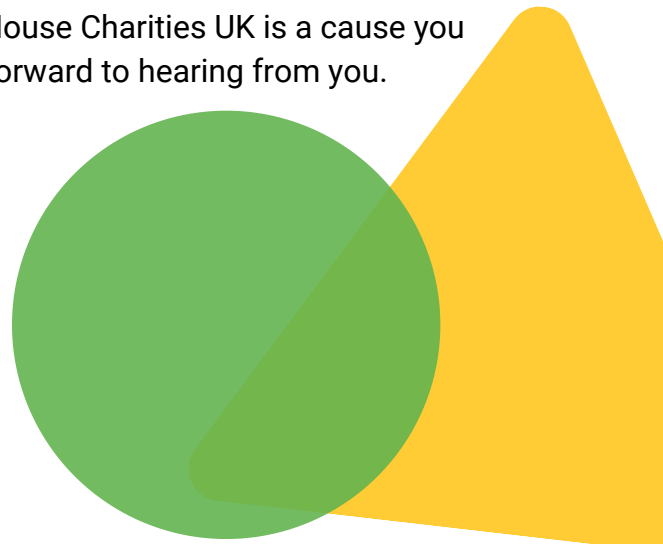
The right candidate will have worked a minimum of five years in a communications role, preferably within the charity sector. Adept at developing professional relationships, a strong manager, an excellent planner and with a genuine interest in the cause, you'll also have outstanding command of the English language, with exemplary grammar.

The Job Description and Person Specification will tell you about the role itself and detail the kind of person we are looking for. Our web site (www.rmhc.org.uk) will tell you more about the great work we do and the difference we make to the lives of families with sick children in hospital.

If this opportunity excites you and Ronald McDonald House Charities UK is a cause you can wholeheartedly support, then we very much look forward to hearing from you.



Jon Haward
Executive Director
Ronald McDonald House Charities UK



RMHC UK: Who are we?



Our History

Ronald McDonald House Charities was born out of the unlikely partnership of Dr Audrey Evans, an oncologist at the Children's Hospital of Philadelphia, McDonald's and the American Football team, the Philadelphia Eagles.

A player for the Philadelphia Eagles had a daughter suffering from leukaemia, which prompted the team to raise in excess of \$100,000 dollars to support the hospital. Dr Evans and her team were extremely grateful and shared her need for another \$32,000 to fund the build of a house where families of the children in the hospital could get proper rest, away from the ward.

McDonald's were using the Eagles players as part of an advertising campaign and offered to donate the proceeds from sales of their 'shamrock shake' to help build the House. They asked that the House be known as the Ronald McDonald House, and on 15 October 1974, the first Ronald McDonald House opened its doors in Philadelphia, USA. From this date, Ronald McDonald House Charities has spread across the world, forming new and independent branches in over 50 regions and countries.

In the UK, Ronald McDonald House Charities was established as an independent charity in 1989. Our Houses not only provide families with accommodation, but with a space where they can rest, cook and take time out from the hospital, so they can continue to stay strong for their child. Children that require specialist medical care often have to travel long distances to receive treatment. Our Houses are located next to specialist children's hospitals, and we have 12 Ronald McDonald Houses in the UK.

 Camberwell King's College Hospital London	 Tooting St George's Hospital London	 Moorfields Moorfields Eye Hospital	 Oxford Oxford Children's Hospital
 Arrowe Park Arrowe Park Hospital	 Cardiff Noah's Ark Children's Hospital	 Birmingham Birmingham Children's Hospital	 Brighton Royal Alexandra Children's Hospital and Trevor Mann Baby Unit, Brighton
 Manchester Royal Manchester Children's Hospital and St Mary's Neonatal Unit	 Southampton Southampton Royal Children's Hospital and Princess Anne Hospital	 Evelina London Evelina London Children's Hospital	 Edinburgh Royal Hospital for Children and Young People

RMHC UK: Who are we?

We help families stay close to their children in hospital by providing free accommodation in our homely and welcoming Ronald McDonald Houses.

In an average year, we support over 6,000 families, providing a safe and supportive environment right by the children's hospital. We save families more than £1,800 in out of pocket accommodation expenses.

The best medical care for children isn't always close to home. Families often find themselves travelling long distances to get to their child's hospital. In 2020, on average families lived more than 70 miles from the hospital their child was in.

A Ronald McDonald House is more than just a place to stay. We run free activities and events to entertain siblings and bring families together. We are there for them during difficult times and we are there to celebrate important milestones.

We believe that families together are stronger. And getting adequate sleep, food and time away from the ward, allows parents to fully participate in their child's medical journey. Families can stay for as long as their child is in hospital.

McDonald's

One of our founding organisations, McDonald's has supported the Charity in the UK since the very beginning, in 1989. They display collection boxes in restaurants, hold fundraising days and do so much more.



Job Description and Person Specification



Ronald McDonald
House Charities™
United Kingdom

Job Title:	Communications and PR Manager
Reports to:	Head of Marketing and Communications
Direct reports:	Marketing and Communications Coordinator
Location:	Ronald McDonald House Charities UK, based at McDonald's Restaurants Ltd Head Office, 11-59 High Road, East Finchley N2 8AW.
Contract:	Permanent, 5 days per week - open to job-share or part-time requests

Job Purpose:

Ronald McDonald House Charities UK has a renewed focus on growing our brand and exciting plans to build the Marketing and Communications team. Our focus for the next few years is to grow the Charity's trust and reputation, working closely with our Mission Partner, McDonald's, developing new brand partnerships, improving our performance across the full marketing mix and ensuring brand consistency.

The Communications Manager is a newly created role and a great opportunity for the right candidate to help the Charity grow awareness and understanding about what we do. You will be responsible for delivery of high quality communications, taking advantage of our full programme of marketing and fundraising activities.

Working closely with the Marketing Manager, Content Specialist, Fundraising Team and Service Delivery Team, you will ensure that messaging is clear and on brand for all internal and external communications.

You will be able to use a mix of methods, data and beneficiary stories to communicate the impact donations to Ronald McDonald House Charities UK can have on families and the healthcare sector. You will have an eye for a good story and be able to develop effective relationships with journalists and other stakeholders.

Your remit will span messaging, PR, crisis communications, stakeholder engagement, public affairs, influencer and celebrity management and internal communications.



Ronald McDonald
House Charities™
United Kingdom

Key Responsibilities

- Develop a communications strategy supporting the Charity's wider strategic aims and raises the profile of Ronald McDonald House Charities UK by positioning the Charity as key players in the children's healthcare and charity sector
- Take ownership of the Charity's key messages, ensuring they are backed up with evidence-based research and/or case studies
- Cultivate positive relationships with key media contacts to create opportunities for Ronald McDonald House Charities UK to be featured in target press and invited to comment where relevant
- Maximise on Charity developments, milestones and events to raise awareness of the Charity regionally
- Cultivate relationships with communications team of our NHS partners to reach our audiences through hospital channels
- Run media training for our key spokespeople and press officer training for fundraising staff so they can effectively build media relations and sell stories locally
- Lead on internal communications, working closely with the Executive Director and Senior Leadership Team
- Manage crisis communications, monitoring, responding and reporting on issues that might arise, drafting statements, advising on actions and liaising with colleagues and Trustee representatives
- Implement our public affairs strategy, ensuring we are building relationships with key government officials and policy makers, drafting briefings where needed
- Create and implement a plan to cultivate relationships with Influencers in order to support the Marketing and Communications Strategy and work with the fundraising teams to support events where needed
- Write and edit content for a wide range of communications such as press releases, articles, briefing documents, speeches etc.
- Work closely with the Digital Marketing Manager and Content Specialist to feed into social media planning and flag anything in the news or trending that we should react to



Ronald McDonald
House Charities™
United Kingdom

Key Responsibilities

- Line manage the Marketing and Communications Coordinator who supports both the communications, content and marketing.
- Work closely with the McDonald's external and internal communications teams on joint projects and to promote the Charity across McDonald's channels
- Work with colleagues to ensure that all marketing and communications activity is consistent and on brand
- Support the fundraising team and service delivery team with communications advice and planning
- Explore opportunities to share the message of the Charity at events, in publications and via award applications
- Other relevant duties as reasonably requested

Main Relationships:

Multiple internal and external relationships to include; Marketing and Communications Team, House Managers, Fundraisers, PR agency, journalists.

Person Specification:



Ronald McDonald
House Charities™
United Kingdom

Knowledge and Experience:

- Budget management experience
- An experienced line manager
- Experience of working in a senior communications role for at least 5 years
- Experience with copywriting and editing
- Experience of leading the PR activities of an organisation
- Proven experience in creating and executing PR strategies and plans
- Excellent press contacts and relationships
- Experience with building relationships with celebrities and Influencers
- Experience of effective project management in achieving set targets
- Strong knowledge of the charity sector

Skills and Abilities:

- A can-do attitude and a self-starter
- A confident communicator and presenter
- A strategic thinker
- Exceptional writing skills and the ability to write for a variety of audiences and channels
- A can-do attitude and a self-starter who shows initiative and is able to work independently
- Can present information clearly and logically to engage the specified audiences
- A good team player with the skill to work as part of a wider team to achieve goals
- Excellent interpersonal skills and talent to build close-knit relationships with stakeholders and colleagues
- Highly organised with excellent planning skills
- Ability to use initiative and make decisions
- Ability to work as part of a team to achieve goals

Values

- Respect an inclusive workplace and works diplomatically with a variety of different audiences
- Show cultural and interpersonal sensitivity, working well within a team
- Promote the Vision, Mission and core values of Ronald McDonald House Charities UK

Summary of Benefits Package



We are able to offer the successful applicant a highly competitive salary and benefits package.

Pay	£38,000-£42,000 per annum plus London Weighting Allowance of £3,000.
Hours of Work	35 hours per week. Flexible with core hours between 10am and 3pm.
Holiday	28 days (plus Bank Holidays), increasing by two days after three years' service.
Employee Discount Scheme	You will have access to a discount through Rewards Gateway; this includes discounts on some menu items from McDonald's Restaurants Limited and discounts from a wide variety of High Street and online retailers.
Service Awards	To celebrate major service anniversaries, we give all staff vouchers which can be used at a number of High Street and online retailers.
Private Healthcare	We give all staff, their spouse or civil partner and any dependent children up to the age of 25 free membership of a private medical care scheme.
Pension Scheme	Ronald McDonald House Charities UK offers a Stakeholder Pension Plan to all salaried employees. This pension plan includes a minimum of cover of 1x annual salary life assurance.
Training and Development	We aim to create a learning environment that enables all our employees to be proficient in their job and to feel that they make a valuable contribution to the Charity's overall achievement. You will be able to request time to train or to undertake accredited programmes leading to a qualification, or, for unaccredited training, request assistance to help you develop skills related to your job.

How To Apply

Closing date: Monday 17 January 2022

Applications should be sent to:

Lauren Gotlieb via RMHC.Recruitment@uk.mcd.com

If you would like to talk about the role before applying, please call: 020 3892 0646

The closing date for applications is midnight on Monday 17 January 2022

Please enclose:

- CV
- Cover Letter

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for an interview.

Interviews will be conducted by Lauren Gotlieb, Head of Marketing and Communications